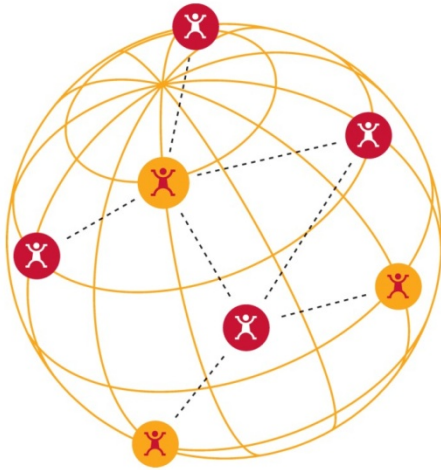


TRAINING PROGRAM OUTLINE



MKG-112E CALL CENTERS & CUSTOMER SERVICE IN CALL CENTERS FOR SENIOR MANAGERS

DESCRIPTION

A 10-day Training Program to provide participants with key call center concepts as well as essential, executive-level methodologies, tools and techniques to offer top-quality customer service and efficiently plan and manage call center activities.

OBJECTIVES

- Present the key concepts of call center activities
- Present the key concepts of customer service
- Provide an understanding of the key activities and mindset to satisfy and retain customers
- Present the importance of customer service excellence, and its impact on profitability
- Identify the customer service information requirements of executives
- Show the link between quality of service and customer satisfaction
- Review the fundamentals of Customer Relationship Management (CRM)



- Present the technologies used in call center activities
- Identify the functions of a call center and determine the process for setting up a call center
- Present how to effectively manage a call center and customer service employees

TOPICS

- **Call centers**
 - Definition
 - Evolution
- **Call center fundamentals**
 - Setting up a call center
 - Financial analysis
 - Resources management
- **Customer service**
 - Definition
 - Importance
 - Cost of acquiring new customers
 - Benefits of effective customer service
 - Creating a customer care culture
 - Going the extra mile
 - Ten golden rules of customer care
- **Customer service management**
 - Setting service levels
 - Achieving service levels
 - Analyzing reports
- **Call center technology**
 - Service and information technology
 - Call load and staffing
 - Call-handling strategies and tools
 - Employee monitoring tools



- Call center management
 - Effective tools, methods, and techniques
 - Queuing concepts and managing a queue
 - Process management principles
 - Strategic vs. tactical decision-making
 - Metrics required for running a call center at optimal performance
 - Benchmarking and best practices

- Customer Relationship Management (CRM)
 - Definition
 - Reasons to take CRM route
 - Five views of CRM
 - Recommendations for implementing CRM
 - Critical success factors for CRM
 - Best practices
 - Case studies

- Customer management
 - Understanding customer requirements
 - Creating a customer vision
 - Dealing effectively with customers
 - Customer retention

- Customer satisfaction and quality of service in a competitive environment
 - Customer satisfaction
 - Quality of service
 - Quality assurance
 - Service Level Agreement (SLA)

- Human resources in call centers
 - Recruitment of the right employees
 - Psychometric evaluation tools
 - Communication with employees
 - Training W5 (Who, What, When, Where, Why)
 - Employee motivation
 - Stress management
 - Employee performance evaluation
 - Turnover reduction



- Communicating customer service information to executives
 - Information requirement of executives
 - Parameters and benchmarks
 - Communication with executives

TARGET AUDIENCE

- Customer service and call center executives and senior managers seeking an in-depth examination of customer service and call center strategies and management practices for their organization
- Managers looking to complement their skill-set by gaining a good understanding of customer service and learning the key concepts of call centers

METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.



EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

